

Background

Beginning in October 2006 the Sierra Nevada Conservancy (SNC) has taken steps towards applying to the Department of Motor Vehicles (DMV) for a specialized license plate. The plate would generate additional revenue for the SNC and would help create awareness of the need for additional investment in the Region.

To date, a design has been approved and the SNC has entered into a Memorandum of Understanding (MOU) with The Sierra Fund who is responsible for conducting the marketing campaign necessary to secure 7,500 prepaid applications. Following the collection of the first application, the SNC has one year to submit the 7,500 applications.

At the March 2008 Board meeting the Board was presented with a copy of a marketing plan prepared by Velocity 7 under the direction of The Sierra Fund and SNC staff. The Board also approved the final plate design at that time.

Current Status

The Sierra Fund, in consultation with the SNC, is taking the steps necessary to implement the marketing plan. At this time, efforts are focused on securing funding commitments and developing key partners. It is anticipated that a more detailed report will be provided at the October Board meeting.

Next Steps

Staff will continue to coordinate efforts with The Sierra Fund and keep the Board informed as to the progress. Boardmembers wishing to become actively involved with the effort should inform SNC staff or The Sierra Fund (Izzy Martin).